

U.S. Department of Justice
Washington, DC 20530

OMB NO. 1124-0002; Expires February 28, 2014

Supplemental Statement

**Pursuant to the Foreign Agents Registration Act of
1938, as amended**

For Six Month Period Ending October 31, 2011

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

(b) Registration No.

Fleishman-Hillard Inc.

5801

(c) Business Address(es) of Registrant

200 North Broadway
Saint Louis, MO 63102

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

- | | | |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

N/A

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

Formerly CRM-154

FORM NSD-2
Revised 03/11

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?Yes ☒* No ☐

If yes, furnish the following information:

Name	Position	Date Connection Ended
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* In the ordinary course of business, employees (including senior-level) join, are promoted, or depart from time to time; however, Registrant's key decision-makers and senior-most executive management have remained constant.

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☒* No ☐

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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* In the ordinary course of business, employees (including senior-level) join, are promoted, or depart from time to time; however, Registrant's key decision-makers and senior-most executive management have remained constant.

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒
If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☐ No ☒
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

Government of the Republic of Turkey, Embassy
Secretariat for Social Communications of the Federative Republic of Brazil

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☐ No ☐Exhibit B⁴ Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Please see Attachment 11.

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

Please see Attachment 12.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

⁵ The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION**14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
Please see Attachment 14.			

\$ 2,026,276.11

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
Please see Attachment 15 (a).			

\$ 241,055.55

Total

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(b) **DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐

No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) **DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☒

No ☐

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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Please see
Attachment 15
(c).

10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²
 Yes ☒ No ☐

If Yes, go to Item 17.

- (b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Secretariat for Social Communications of the Federative Republic of Brazil

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☐ Radio or TV broadcasts ☐ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☒ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches
☐ Other (specify) _____

Electronic Communications

- ☐ Email
☐ Website URL(s): _____
☐ Social media websites URL(s): _____
☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☒ Newspapers ☐ Libraries
☐ Legislators ☒ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☐ Other (specify) _____

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☒* No ☐

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

*Fleishman-Hillard labels all informational materials with a statement in accordance with Section 4(b) of the FARA. However, due to an inadvertent typographical error, a portion of the 4(b) statement for the press release filed on October 21, 2011, which specified that the press release is available at the Department of Justice, Washington, DC, was inadvertently omitted.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

Nov 29, 2011

William B. Winkler

Senior Vice President & Partner
Corporate Comptroller

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

SHORT-FORM REGISTRATION INFORMATION SHEET

The Department records list active short-form registration statements for the following persons filed on the date indicated by each name. If a person is not currently functioning in the same capacity directly on behalf of the foreign principal, please indicate the date of termination in Item 5 of the supplemental statement.

Short Form List for Registrant: Fleishman-Hillard, Inc.

Last Name	First Name	Registration Date
Auchman	Caren	03/25/2011
Banas	Melissa J.	06/19/2009
Black	William	09/24/2007
Boudreau	Martha Miller	04/16/2007
Cutin	Dario O.	03/16/2009
Dionne	Marc	04/16/2007
Doering	Matthew J.	03/16/2009
Hitti	Sophia M.	06/25/2010
Horowitz	Daniel	09/24/2007
Hutchins	Coleman Roest	04/16/2007
Kershow	Madeleine	06/25/2010
Maietta	Rosanna	06/21/2011
Moritz	Janelle M.	10/08/2010
Naru	Stephen R.	06/19/2009
Posner	Ralph	04/16/2007
Rohrer	Donna Weatherly	04/16/2007
Vellozzi	Sarah M.	06/25/2010
Weintraub	Jeffrey R.	04/16/2007
Whiting, Jr	David Smythe	03/25/2011

**ATTACHMENTS TO SUPPLEMENTAL STATEMENT
FOR PERIOD ENDING OCTOBER 31, 2011**

Fleishman-Hillard Inc. (FARA Reg. No. 5801)

ATTACHMENT 11

Activities for and Services Rendered to Foreign Principals

Government of the Republic of Turkey, Embassy

The following describes the communications activities undertaken on behalf of the Embassy of Turkey from May 2011 through October 2011.

May 2011

- Media monitoring and summary reports of latest Turkish news and events.
- Media monitoring and summary reports of latest U.S. news and events.
- Prepared monthly media analysis report.
- Blogger outreach and monitoring.
- Updates to third party commentators/stakeholder lists.
- Updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Sent out various e-newsletters to stakeholders with updates from embassy.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.
- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Provided support at other cultural events at embassy – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Conducted outreach to local academic institutions and think tanks for potential speaking opportunities.
- Provided IT support on embassy email accounts.
- Review and provide recommendations on relevant graduate school programs in Washington, D.C.
- Discussions with Miriam's Kitchen concerning possible volunteer opportunity for embassy officials.
- Discussion with Washington Post staff re: potential co-sponsored events at embassy and residence.

June 2011

- Media monitoring and summary reports of latest Turkish news and events.
- Media monitoring and summary reports of latest U.S. news and events.
- Prepared monthly media analysis report.
- Blogger outreach and monitoring.
- Updates to third party commentators/stakeholder lists.
- Updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Sent out various e-newsletters to stakeholders with updates from embassy.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.

- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Provided support at other cultural events at embassy – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Conducted outreach to local academic institutions and think tanks for potential speaking opportunities.
- Draft and distribute media statement around basketball draft/Enid Kanter.

July 2011

- Media monitoring and summary reports of latest Turkish news and events.
- Media monitoring and summary reports of latest U.S. news and events.
- Prepared monthly media analysis report.
- Blogger outreach and monitoring.
- Updates to third party commentators/stakeholder lists.
- Updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Sent out various e-newsletters to stakeholders with updates from embassy.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.
- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Provided support at other cultural events at embassy – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Conducted outreach to local academic institutions and think tanks for potential speaking opportunities.
- Discussions with National Museum on African American History and Culture re: potential partnership.
- Research and provide recommendations on opportunities with Roots of Music and Martin Luther King memorial.
- Discussion with Miriam's Kitchen – area homeless shelter – about event with Embassy.
- Develop Houston and Boston media lists.

August 2011

- Media monitoring and summary reports of latest Turkish news and events.
- Media monitoring and summary reports of latest U.S. news and events.
- Prepared monthly media analysis report.
- Blogger outreach and monitoring.
- Updates to third party commentators/stakeholder lists.
- Updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Sent out various e-newsletters to stakeholders with updates from embassy.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.
- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence – invites, logistical coordination, materials, staffing, media outreach, audio/visual.

- Provided support at other cultural events at embassy – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Conducted outreach to local academic institutions and think tanks for potential speaking opportunities.
- Discussions with National Museum on African American History and Culture re: potential partnership.
- Discussion with Miriam's Kitchen – area homeless shelter – about event with Embassy.
- Discussions with Yale University re: potential speech by Prime Minister.
- Discussions with New York Times re: potential op-ed.
- Discussions with Metropolitan Museum of Art re: Middle East exhibit.
- Research venues for possible photo exhibit.

September 2011

- Media monitoring and summary reports of latest Turkish news and events.
- Media monitoring and summary reports of latest U.S. news and events.
- Prepared monthly media analysis report.
- Blogger outreach and monitoring.
- Updates to third party commentators/stakeholder lists.
- Updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Sent out various e-newsletters to stakeholders with updates from embassy.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.
- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Provided support at other cultural events at embassy – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Conducted outreach to local academic institutions and think tanks for potential speaking opportunities.
- Review invitations sent to Ambassador Tan and provide recommendations.
- Review Twitter account and provide recommendations on ways to further promote channel.
- Coordination between Embassy and Smithsonian National Museum of African American Culture and History on possible joint event; staff meeting between Ambassador and museum head.
- Work with Jazz at Lincoln Center and Boeing on 2012 jazz program.
- Meeting with Washington Post sales team re: possible events at embassy and residence.
- Reviewed and provided input on Republic Day invite list.
- Researched possible venues for Istanbul photo exhibit; provided recommendations to embassy.
- Work on migration of newsletter distribution to new service provider.
- Discussions with Metropolitan Museum of Art re: opening gala for Islamic Art exhibit.
- Pitching of op-ed by Prime Minister Erdogan.
- Research and submit recommendations for activities for Ambassador Tan while in Cleveland.

October 2011

- Media monitoring and summary reports of latest Turkish news and events.

- Media monitoring and summary reports of latest U.S. news and events.
- Prepared monthly media analysis report.
- Blogger outreach and monitoring.
- Updates to third party commentators/stakeholder lists.
- Updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Sent out various e-newsletters to stakeholders with updates from embassy.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.
- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Provided support at other cultural events at embassy – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Conducted outreach to local academic institutions and think tanks for potential speaking opportunities.
- Review invitations sent to Ambassador Tan and provide recommendations.
- Coordination between Embassy and Smithsonian National Museum of African American Culture and History on possible joint event.
- Work with Jazz at Lincoln Center and Boeing on 2012 jazz program.
- Work on migration of newsletter distribution to new service provider.
- Discussions with Metropolitan Museum of Art re: opening gala for Islamic Art exhibit.
- Researched Patara Excavation opportunity and submitted recommendations to embassy.

Secretariat for Social Communications of the Federative Republic of Brazil

The following describes the communications activities undertaken on behalf of the Secretariat for Social Communications of the Federative Republic of Brazil (SECOM) from May 2011 through October 2011.

May 2011

- Provided and participated in regular client updates and planning discussions.
- Established schedule of regular weekly update calls and planning discussions; developed planning documents for weekly activity updates and for planning meetings.
- Prepared materials and logistical plans for planning meeting for activities for the second half of 2011.
- Tracked and reported activities with SECOM, CDN and Fleishman-Hillard teams on a weekly basis.
- Ongoing discussion with SECOM regarding operations and development of strategic recommendation documents.
- Researched, reported, and discussed pitching activities, editorial opportunities, strategic opportunities, and news generation from Brazil; discussed and developed story pitching and reporting on story opportunities; relayed and responded to media requests; tracked media coverage; and developed list of potential outreach opportunities.
- Organized press trip to raise visibility for Brazil's renewable energy industry, including identifying target media for invitation, drafting letters and conducting outreach to secure participation, coordinating agenda and logistics, supporting participants with travel arrangements with travel arrangements, visa applications and other requests.

- Developed briefing document, edited background materials, monitored for coverage and prepared reports, developed and fielded post-trip participant survey.
- Secured participation of journalists from *Biofuels International*, *Dow Jones Newswires*, *Biofuels Digest*, *Frankfurter Allgemeine Zeitung*.
- Discussed and provided updates to CDN regarding news opportunities, communications strategy, issues monitoring.
- Identified analysts, targets quoted in media clips for potential outreach opportunities.

June 2011

- Provided and participated in regular client updates and planning discussions.
- Established schedule of regular weekly update calls and planning discussions; developed planning documents for weekly activity updates and for planning meetings.
- Prepared materials and logistical plans for planning meeting for activities for the second half of 2011.
- Tracked and reported activities with SECOM, CDN and Fleishman-Hillard teams on a weekly basis.
- Ongoing discussion with SECOM regarding operations and development of strategic recommendation documents.
- Researched, reported, and discussed pitching activities, editorial opportunities, strategic opportunities, and news generation from Brazil; discussed and developed story pitching and reporting on story opportunities; relayed and responded to media requests; tracked media coverage; and developed list of potential outreach opportunities.
- Conducted follow-up with participants in press trips and monitored for coverage.
- Discussed and provided updates to CDN regarding news opportunities, event opportunities, communications strategy, issues monitoring, potential press trips.
- Coordinated interview opportunity with *Financial Times*.
- Identified analysts, targets quoted in media clips for potential outreach opportunities.
- Researched potential spokespeople and developed engagement strategy.

July 2011

- Provided and participated in regular client updates and planning discussions.
- Tracked and reported activities with SECOM, CDN and Fleishman-Hillard teams on a weekly basis.
- Established schedule of regular weekly update calls and planning discussions; developed planning documents for weekly activity updates.
- Review with SECOM operations during 2009, 2010, and first half of 2011 and develop strategic recommendation and planning documents, including calendar of activities and events, for second half of 2011.
- Researched, reported, and discussed pitching activities, editorial opportunities, strategic opportunities, and news generation from Brazil; discussed and developed story pitching and reporting on story opportunities; relayed and responded to media requests; tracked media coverage; and developed list of potential outreach opportunities.
- Developed background documents to support news and public relations activities.
- Discussed and provided updates to CDN regarding news opportunities, communications strategy, issues monitoring, potential press trips.

- Discussed and coordinated with CDN regarding news opportunities and communications strategy related to FIFA World Cup; edited and distributed backgrounder document regarding World Cup; monitored and reported coverage.
- Coordinated interview opportunity with *Financial Times*.
- Identified analysts, potential spokespeople, and targets for potential outreach opportunities.

August 2011

- Provided and participated in regular client updates and planning discussions.
- Tracked and reported activities with SECOM, CDN and Fleishman-Hillard teams on a weekly basis.
- Established schedule of regular weekly update calls and planning discussions; developed planning documents for weekly activity updates.
- Coordinated with CDN and SECOM regarding follow-up items from planning meetings regarding the second half of 2011.
- Discussed and coordinated with SECOM regarding operations and development of strategic recommendation documents.
- Researched, reported, and discussed pitching activities, editorial opportunities, strategic opportunities, and news generation from Brazil; discussed and developed story pitching and reporting on story opportunities; relayed and responded to media requests; tracked media coverage; and developed list of potential outreach opportunities.
- Developed backgrounder documents to support news and public relations activities.
- Discussed, provided updates to, and coordinated with CDN regarding news opportunities, communications strategy, issues monitoring, potential press trips.
- Identified analysts, potential spokespeople, and targets for potential outreach opportunities.

September 2011

- Provided and participated in regular client updates and planning discussions.
- Tracked and reported activities with SECOM, CDN and Fleishman-Hillard teams on a weekly basis.
- Established schedule of regular weekly update calls and planning discussions; developed planning documents for weekly activity updates.
- Coordinated with CDN and SECOM regarding follow-up items from planning meetings regarding the second half of 2011.
- Coordinated with CDN and SECOM regarding participation at Stevie International Business Awards Gala and related meetings.
- Discussed and coordinated with SECOM regarding operations and development of strategic recommendation documents.
- Researched, reported, and discussed pitching activities, editorial opportunities, strategic opportunities, and news generation from Brazil; discussed and developed story pitching and reporting on story opportunities; relayed and responded to media requests; tracked media coverage; and developed list of potential outreach opportunities.
- Developed backgrounder documents to support news and public relations activities.
- Discussed, provided updates to, and coordinated with CDN regarding news opportunities, communications strategy, issues monitoring, potential press trips.
- Identified analysts, potential spokespeople, and targets for potential outreach opportunities.

October 2011

- * Provided and participated in regular client updates and planning discussions.
- * Tracked and reported activities with SECOM, CDN and Fleishman-Hillard teams on a weekly basis.
- * Established schedule of regular weekly update calls and planning discussions; developed planning documents for weekly activity updates.
- * Coordinated with CDN and SECOM regarding follow-up items from planning meetings regarding the second half of 2011 and regarding planning meeting for January 2012.
- * Coordinated with CDN and SECOM regarding Stevie International Business Awards Gala.
- * Discussed and coordinated with SECOM regarding operations and development of strategic recommendation documents.
- * Researched, reported, and discussed pitching activities, editorial opportunities, strategic opportunities, and news generation from Brazil; discussed and developed story pitching and reporting on story opportunities; relayed and responded to media requests; tracked media coverage; and developed list of potential outreach opportunities.
- * Developed backgrounder documents to support news and public relations activities.
- * Discussed, provided updates to, and coordinated with CDN regarding news opportunities, communications strategy, issues monitoring, media support, potential press trips.
- * Discussion with CDN/SECOM on topics, format and date for potential SECOM roadshow in 2012; provided strategic recommendation documents.
- * Discussion and coordination with CDN/SECOM regarding recommendations for response to speculation regarding Brazilian economy.
- * Identified analysts, potential spokespeople, and targets for potential outreach opportunities.

ATTACHMENT 12

Political Activities

Government of the Republic of Turkey, Embassy

May 2011

- * Supported updates to social media channels – Facebook, Vimeo and Twitter.
- * Reviewed and edited speeches to be given by Ambassador Tan.
- * Conducted media training for embassy officials.
- * Discussions with Huffington Post staff re: photo on web site.
- * Review and edit media statement concerning Osama bin Laden.
- * Draft fact sheet on situation in Libya.

June 2011

- * Supported updates to social media channels – Facebook, Vimeo and Twitter.
- * Reviewed and edited speeches to be given by Ambassador Tan.
- * Researched and drafted memo outlining potential activities around UNGA meeting.
- * Review potential sponsorship opportunities with Washington Post, WJLA, WAMU and the American Film Institute.

July 2011

- * Supported updates to social media channels – Facebook, Vimeo and Twitter.
- * Reviewed and edited speeches to be given by Ambassador Tan.
- * Review and edit statements for use around House Foreign Relations Committee hearing.

August 2011

- * Supported updates to social media channels – Facebook, Vimeo and Twitter.
- * Reviewed and edited speeches to be given by Ambassador Tan.
- * Revisions to Embassy fact sheets.

September 2011

- * Supported updates to social media channels – Facebook, Vimeo and Twitter.
- * Provide input on and staff event at residence for Congressional Black Caucus Foundation.
- * Reviewed and edited speeches to be given by Ambassador Tan.
- * Work with embassy on Miriam's Kitchen volunteer effort – media outreach, coordination with Miriam's Kitchen and staffing.
- * Develop reports on media coverage around UN report on flotilla.
- * Drafted media statement on release of UN report.
- * Review article on Turkey by ESPN; draft response and reach out to ESPN ombudsman.

October 2011

- Supported updates to social media channels – Facebook, Vimeo and Twitter.
- Reviewed and edited speeches to be given by Ambassador Tan.
- Provide support on announcement of sister city announcement between Washington and Ankara.

Secretariat for Social Communications of the Federative Republic of Brazil

May 2011

- Organized and/or coordinated with CDN to execute a total of 5 one-on-one interviews/briefings/media opportunities, including:
 - Heloisa Menezes, Secretary of Production Development of the Ministry of Development, Industry and Foreign Trade with *Forbes*, May 17, 2011.
 - Provided additional information to *Dow Jones Newswires* regarding Brazil's plans to increase regulation of ethanol market.
 - Press Officers of Ministry of Finance with *Reuters*, May 25, 2011.
 - Press Officers of Ministry of Planning with *Reuters*, May 25, 2011.
 - Press Officers of Central Bank with *Reuters*, May 26, 2011.
- Organized Press Trip for Dr. Allan Goodman (IIE) to build visibility for Brazil's higher education policies; coordinated with CDN and Apex on trip agenda, planning, and logistics; supported travel logistics, visa applications, and produced travel handbook; coordinated with CDN regarding media opportunities.

June 2011

- Organized and/or coordinated with CDN to execute a total of 6 one-on-one interviews/briefings/media opportunities, including:
 - Romulo Paes, Executive Secretary of the Ministry of Development, with *Bloomberg BusinessWeek*, June 7, 2011.
 - Alexandre Padilha, Minister of Health, with *Intellectual Property Watch*, June 10, 2011.
 - Alexandre Padilha, Minister of Health, with *IPS News Service*, June 15, 2011.
 - Coordinated written statements for *Forbes* "BRIC Breaker" Blog on June 24, 2011, and June 27, 2011, regarding cyber infringement and cyber attacks, respectively.
 - Ambassador Andre Correa do Lago with *Reuters PointCarbon*, June 30, 2011.
- Coordinated with CDN and Allan Goodman on placement of op-ed supporting Brazilian education policy.

July 2011

- Organized and/or coordinated with CDN to execute a total of 6 one-on-one interviews/briefings/media opportunities, including:
 - Guido Mantega, Minister of Finance, with *Financial Times*, July 5, 2011.
 - Secretary Ronaldo Mota, Ministry of Science & Technology, with *Deutsche Welle*, July 7, 2011.
 - Economist Marcelo Neri, FGV, with *Emerging Markets/Les Echos*, week of July 11, 2011.

- Written response regarding Brazil's 10 year energy plan to *Reuters PointCarbon*, submitted July 29, 2011.
- Written response from the Ministry of Sports with *Dow Jones/WSJ* and *Al Jazeera* following July 21, 2011 teleconference.
- Coordinated with CDN and Allan Goodman on placement of op-ed supporting Brazilian education policy.

August 2011

- Organized and/or coordinated with CDN to execute a total of 26 one-on-one interviews/briefings/media opportunities, including:
 - Background materials on Launch of the New Phase of Industrial Policy, August 3, 2011.
 - Carlos Cosendey, Ministry of Finance Secretary of International Affairs, with *AFP*, August 9, 2011.
 - Background materials on environmental sustainability to *Economist Intelligence Unit*, August 10, 2011.
 - Written interview of Ambassador Gilberto Moura, Director of the Department of Inter-Regional Mechanisms, Ministry of Foreign Relations, with *Inter Press Service*, week of August 15, 2011.
 - *Asahi Shimbun* with the following individuals, week of August 15, 2011:
 - i. Alexandre Tombini, Central Bank Governor
 - ii. Fernando Pimentel, Minister of Development, Industry and Foreign Trade
 - iii. Tereza Campello, Minister of Social Development
 - iv. José Fernandes, BNDES Vice President
 - v. Roberto Garibe, Special Advisor, Ministry of Planning
 - vi. Ministry of Finance, Secretary for Economic Policy
 - vii. Mr. Rodrigo Baena, Spokesperson of the President
 - viii. José Augusto Fernandes, Executive Director, National Confederation of Industry
 - ix. Marcelo Neri, FGV
 - x. Almir Barbassa, Petrobras Financial and Investor Relations Director
 - xi. Murilo Portugal, President, Brazil's Federation of Banks
 - xii. Paulo Oliveira, General Director, Brazil Investments and Business (BRAiN)
 - Written statement on Brazil's U.S. visa/waiver program, for *Miami Herald*, August 17, 2011.
 - Background materials on Smiling Brazil program, for American Dental Association, week of August 22, 2011.
 - Photograph of Brazilian wind farm, for WTVH Media, week of August, 22, 2011.
 - Background materials on wind power auction, for *EnergyBoom/eBoom Finance*, week of August 22, 2011.
 - Alexandre Sampaio, Brazilian Federation of Hospitality and Food, with *Les Echos/Emerging Markets*, August 23, 2011.
 - Hamilton Moss, Ministry of Mines and Energy with *GreenTech Media*, August 24, 2011.
 - Alexandre Sampaio, Brazilian Federation of Hospitality and Food, with *Deutsche Welle*, August 25, 2011.
 - Abeeólica Director with Dow Jones Newswires, August 26, 2011.
 - Written response of Ministry of Education on expansion of education network for *Times for Higher Education*, August 30, 2011

- Written response of Ministry of Foreign Relations on Brazil's withdrawal of troops in Haiti for *Inter Press Service*, August 31, 2011.
- Coordinated with CDN and Allan Goodman regarding placement of op-ed supporting Brazilian education policy.
- Discussed with CDN and SECOM media opportunities related to United Nations General Assembly, including potential op-ed for *New York Times*, potential interviews, follow-up on support for Wilson Center dinner/Launch of Plan to Fight Chronic Non-Communicable Diseases; follow-up on government participation and communications support.
- Disseminated press release entitled "Brazilian Middle Class Reaches 95 Million, Representing Over Half of Population."
- Disseminated press release entitled "Brazil Expands Federal Education and Research Network."
- Disseminated press release entitled "Brazil Expands Federal Microcredit Program; Lowers Interest Rates."

September 2011

- Organized and/or coordinated with CDN to execute a total of 13 one-on-one interviews/briefings/media opportunities in September 2011, including:
 - Mauricio Tolmasquim, EPE, with *Bloomberg New Energy Finance*, September 2, 2011.
 - Volney Zanzi, Deputy Executive Secretary, Ministry of Environment, with *Economist Intelligence Unit*, September 1, 2011.
 - Follow-up statement from Ministry of Foreign Relations on payment to Paraguay under the revised Itaipu dam treaty, to *Economist Intelligence Unit*, September 2, 2011.
 - President of Telebras with freelance journalist, September 12, 2011.
 - Background information tied to telecommunications infrastructure in advance of the 2014 World Cup, to freelance journalist, September 12, 2011.
 - Background information on 2014 World Cup infrastructure developments, to *Mainichi Newspapers*, September 16, 2011.
 - Pedro de Lamare, President of Union of Hotels, Restaurants and Bars (SindRio) with *Der Spiegel*, September 19, 2011.
 - Minister of Finance Guido Mantega editorial roundtable with *Dow Jones Newswires/WSJ*, September 20, 2011.
 - Guido Mantega, Minister of Finance, with *Financial Times*, held September 21, 2011.
 - Fernando Lyrio, Special Advisor for Rio +20, Ministry of Environment, with *Reuters Point Carbon*, held September 22, 2011.
 - Luiz Fernando Pezão, Rio's Vice-Governor with *Der Spiegel*, September 22, 2011.
 - Robson Rodrigues, UPP Commander, with *Der Spiegel*, September 24, 2011.
 - Mauricio Tolmasquim, EPE with *Miami Herald*, September 28, 2011.
- Coordinated with CDN and Allan Goodman regarding placement of op-ed supporting Brazilian education policy.
- Discussed with CDN and SECOM media opportunities related to United Nations General Assembly, including potential op-ed for *New York Times*, potential interviews, follow-up on support for Wilson Center dinner/Launch of Plan to Fight Chronic Non-Communicable Diseases; follow-up on government participation and communications support.
- Discussed with CDN and SECOM interview opportunities and strategy related to *Dow Jones/WSJ* roundtable and *Financial Times* interview.
- Disseminated press release entitled "Brazil's Q2 2011 GDP Rises 0.8 Percent Over Q1."
- Disseminated press release entitled "R\$ 1.8 Billion in Brazilian Energy Investments Improve Energy Efficiency for Low-Income Households."

- Disseminated press release entitled "Brazil Expands Cash Transfer Program."
- Disseminated press release entitled "Brazil Launches Program to Fight Extreme Poverty with Environmental Protection Incentives."

October 2011

- Organized and/or coordinated with CDN to execute a total of 5 one-on-one interviews / briefings / media opportunities in October 2011, including:
 - Minister Paulo Bernardo with *Süddeutsche Zeitung*, October 3, 2011.
 - Marina Spinola, Fundação Dom Cabral, with *Education Times*, *Times of India*, October 11, 2011.
 - Dr. Roberto Giannetti da Fonseca, São Paulo Industry Federation, with *Dow Jones Newswires*, October 11, 2011.
 - Background briefing, Carlos Cozende with *Agence France-Presse*, October 28, 2011.
 - Response from INPE to *The New York Times* on August 2011 deforestation data, October 31, 2011.
- Disseminated press release entitled "Brazil Records Lowest Amazon Deforestation Rates for August Since 2004."
- Disseminated press release entitled "Brazil Develops High-Performance Sports Policy to Enhance Preparations for 2016 Olympic Games."

ATTACHMENT 14

Receipts/Monies

Government of the Republic of Turkey, Embassy

Professional fees for March, April, May 2011 (received 6/7/2011)	\$ 266,000.00
Reimbursement for fees for May 2011 (received 8/11/2011)	\$ 1,700.25
Professional fees for June, July, August 2011 (received 9/7/2011)	\$ 266,000.00

Secretariat for Social Communications of the Federative Republic of Brazil

Professional Services fees for February 2011 (received 5/19/2011)	\$ 184,322.85
Professional Services fees for March 2011 (received 6/8/2011)	\$ 209,509.88
Professional Services fees for April 2011(received 6/8/2011)	\$ 220,005.08
Professional Services fees for May 2011 (received 7/18/2011)	\$ 218,343.10
Professional Services fees for June 2011 (received 8/29/2011)	\$ 201,702.50
Professional Services fees for July 2011 (received 10/19/2011)	\$ 202,838.10
Professional Services fees for August 2011 (received 10/19/2011)	\$ 254,239.79
Reimbursement for expenses incurred in August 2011 (received 10/28/2011)	\$ 1,614.56

ATTACHMENT 15(a)**Disbursements: Monies****Government of the Republic of Turkey, Embassy**

Amount	Description
\$ 75,000.00	Consulting services for outreach, paid 30 Point Strategies
\$ 318.00	April 12 equipment rental for Turkish embassy Jazz series
\$ 479.17	April 20 digital scans of the Gottlieb photos on behalf of the Turkish Embassy to use at future Jazz events
\$ 49.75	Autoblog
\$ 397.50	Camera equipment used for Jazz Series/Turkey
\$ 500.00	Cinematographer for July 26 Jazz event at the Turkish Embassy, paid Wayne Arnold
\$ 150.00	Constant Contact email service
\$ 304.88	Factiva Charges
\$ 235.00	iContact monthly email subscription
\$ 75.77	July 25-26 purchase items on behalf of Embassy of Turkey
\$ 287.17	Local messenger service
\$ 757.00	Local transportation
\$ 334.75	Lunch Meetings with Embassy Staff
\$ 149.75	Monthly subscription to Wufoo
\$ 753.25	Photography and Photo Services
\$ 1,107.78	Printing
\$ 1,500.00	Professional services on behalf of Embassy of Turkey, paid J. Berke
\$ 44.95	Shipping
\$ 99.00	Strategic Forecasting subscription for Embassy of Turkey
\$ 309.25	Telecommunications
\$ 68.00	Train transportation on July 26 for Orrin Evans/Tia Fuller Quartet on behalf of Turkish Embassy for concert participation
\$ 50.10	Web hosting on Pair.com
\$ 565.00	Four roundtrip train tickets on April 12 for jazz musicians
\$ 69.73	Magazines related to jazz music and top tier music publications on behalf of the Embassy of Turkey
\$ 120.00	Air transportation for R. Maietta in connection with July 30 trip to New York on behalf of the Embassy of Turkey

TOTAL: \$ 83,725.80

Secretariat for Social Communications of the Federative Republic of Brazil

Amount	Description
\$1,224.41	Paid Fleishman-Hillard Vanguard to identify and invite journalist from Izvestia newspaper to attend press trip to cover Brazil's presidential elections
\$36,781.65	Paid CDN International Inc. for professional services on behalf of SECOM for the month of February 2011
\$37,355.96	Paid CDN International Inc. for professional services on behalf of SECOM for the month of March 2011
\$37,355.96	Paid CDN International Inc. for professional services on behalf of SECOM for the month of April 2011
\$41,690.75	Paid CDN International Inc. for professional services on behalf of SECOM for the month of May 2011
\$2,474.40	Dinner meeting for M. Doering on July 19 with G. Herbette, N. Seliger, S. Hardwick, S. Vellozzi, M. Kershow, D. Cutin, D. Senay, A. Greenlee, A. Pinheiro, E. Ferraz, O. Fernandez and R. Baena in connection with planning meetings in New York for 2011
\$227.19	Video web delivery of August 9, CNN national coverage of "Ed Stafford", paid VMS
\$219.43	Air transportation for Sarah Vellozzi in connection with November 27-December 1 trip to Cancun, Mexico, for COP 16 climate change summit

TOTAL: \$157,329.75

ATTACHMENT 15(c)

Disbursements: Political Contributions

From Fleishman-Hillard P.A.C.

Name	Candidate	Campaign	Date	Amount
Friends of Dick Lugar	Dick Lugar, R-At large	2011 General	5/31/11	\$1,500.00
Connolly for Congress	Gerry Connolly, D-VA- 11	2012 Primary	7/11/11	\$500.00
Ann Wagner for Congress	Ann Wagner, R-MO-2	2012 Primary	8/10/11	\$1,000.00
Forward Together Warner Committee	Mark Warner, D-VA	2012 Primary	10/12/11	\$1,000.00
Total				\$4,000.00

**COPIES OF ALL INFORMATIONAL MATERIALS COVERED IN ITEM 16 OF SECTION
V (INFORMATIONAL MATERIALS – PAGE 8) OF SUPPLEMENTAL STATEMENT
FOR PERIOD ENDING OCTOBER 31, 2011**

Fleishman-Hillard Inc. (FARA Reg. No. 5801)

PRESS RELEASE

Brazilian Middle Class Reaches 95 Million, Representing Over Half of Population
Study shows social progress as 31 million lifted from poverty from 1999-2009

Brasília, August 8, 2011 – Brazil's Secretariat of Strategic Affairs of the Presidency (SAE) released the *Classe Média em Números* (Middle Class in Numbers) study today indicating that 31 million people entered the Brazilian middle class over the decade from 1999 to 2009, bringing the total number of citizens in the middle class to 95 million – or 52 percent of the total population. Technically defined as citizens with a combined family income between R\$1,000 and R\$4,000, this growing segment of the Brazilian population is primarily comprised of young people with formal employment and disposable income, according to the detailed analysis of data from the National Household Sample Survey (*Pesquisa Nacional por Amostra de Domicílios* - PNAD) presented in the study.

"Brazil is dedicated to fostering social development in tandem with economic growth, so this detailed study of our emerging middle class is essential to planning for our future," says **SAE Minister Moreira Franco**. "The findings will be used to devise social and economic policies to promote security and new opportunities for this large segment of the Brazilian population, ensuring that their climb out of poverty is permanent."

The demographic shifts highlighted in the study point to an accelerated decrease in Brazil's lower class over the concentrated six-year period between 2003 and 2009. In absolute terms, the lower class fell from 85 million to 61 million citizens over this period, while the number of citizens living below the poverty line dropped from almost 40 percent of the population at the end of 2003 to 24 percent at end 2009. This rapid shift is the result of social protection policies, the resumption of inclusive economic growth, the expansion of employment and access to credit, and an increase in access to education.

In addition to widening the middle class, these policies were successful in reducing income inequality in Brazil. PNAD data shows that the growth rate in the per capita income of the poorest 10 percent was nearly four times the growth rate among the richest 10 percent from 1999 to 2009.

Profile of Brazil's C Class

The study indicates that Brazil's middle class – or C class – is fairly heterogeneous. Key characteristics revealed by the PNAD data include:

- **Youth:** Proportionally, the middle class has the largest number of citizens between 20 and 24 years of age. In all, 9.3 percent of the C class is in this age group, compared to 7.8 percent of the upper class and 7.7 percent of the lower class.
- **Family Size:** 63 percent of C class families have one or two children.
- **Race:** 48 percent of the middle class is black (compared to 36 percent in 1999).
- **Urban Dwellers:** Approximately 90 percent of the Brazilian middle class live in urban areas; nearly half (45 percent) of the middle class live in small cities, some of which are also considered urban areas.
- **Region:** The Southeast region is home to the highest segment of the middle class population (48 percent).

- **Labor Force:** The middle class comprises roughly 60 million workers, representing 58 percent of Brazil's labor-intensive workforce. Of this total, 42 percent work with a formal contract, and key professions among this group are trade, repair and manufacturing.
- **Education:** About 40 percent of the middle class has 8 to 11 years of schooling. The C class accounted for 42 percent of all educational expenditures in the country between 2008 and 2009.

For more information on the survey (in Portuguese), please visit:

<http://www.sae.gov.br/novaclassemedia/>

Source: Secretariat of Strategic Affairs of the Presidency of Brazil (SAE)

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About SECOM:

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BRAZIL EXPANDS FEDERAL EDUCATION AND RESEARCH NETWORK
Plans for four federal universities, 47 campuses and 208 learning institutes aim to promote social and economic development in historically underserved areas

BRASILIA (23 August 2011) – Brazil is now entering a third phase expansion for its federal education and research network, which will include four new federal universities, 47 campuses and 208 institutes of education, science and technology. These will be built in partnership with Brazilian municipalities, which have agreed to donate the land for the facilities.

This phase of the expansion project, scheduled to take place from 2011 to 2014, is expected to create 250,000 student openings at Brazilian public universities and additional enrollment for 600,000 students in federal institutes of education, science and technology, beginning in 2014.

The expanded educational network is designed to increase access to higher education in Brazil and to help increase the number of qualified professionals in the country. The new educational institutions will be established in areas specifically chosen to help advance social development and income distribution in the country, and will be integrated into large industrial and infrastructure investments and "Local Production Arrangements" (APL), which are clusters of production-focused businesses with and cooperative relationships between each other and with other local agents, such as the government, business associations, financial institutions, and universities.

The regions for the new universities were chosen based on data from the Brazilian Institute of Geography and Statistics (IBGE), and will aim to help alleviate poverty in areas that have historically been underserved, particularly rural areas with low rates of human development in Brazil. The expansion of the federal education network also aims to avoid the formation of large commuter towns.

The program will reach 83 of the 103 cities in Brazil with more than 80,000 inhabitants and less than R\$ 1,000 per capita investment in education per year. The cities were also chosen based on rates of development in basic education (Ideb) and the percentage of youth ages 14 to 18. Other cities that will also receive new facilities generally have high rates of extreme poverty and are municipalities or micro-regions with populations over 50,000 inhabitants.

The federal education and research network also aims to supply all of Brazil's mid-regions with at least one federal teaching unit.

The federal government of Brazil will invest approximately R\$ 7 million into the development of each professional educational unit, and R\$ 14 million for each university campus.

By 2012, the network aims to complete 20 college campuses located in eight states, and 88 federal education units across 25 states and the Federal District. The remaining universities, campuses and institutes are expected to be complete by the end of 2014.

Of the four new universities, two will be constructed in the state of Bahia, one will be located in Pará, and another in Ceará.

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About SECOM: The Secretariat for Social Communication (SECOM) of the Federative Republic of Brazil is responsible for coordinating the public relations activities for the government of Brazil. For more information, please visit: www.brasil.gov.br

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BRAZIL EXPANDS FEDERAL MICROCREDIT PROGRAM; LOWERS INTEREST RATES

National Program of Oriented Productive Microcredit Expected to Reach 3.4 Million Brazilians by 2013

BRASILIA (25 August 2011) – The federal government of Brazil has announced that it will expand its National Program of Oriented Productive Microcredit (PNMPO). With the expansion, the program will be renamed "Growing - National Microcredit Program," and will include new conditions for financing, including lower interest rates and lending targets for public banks. The program will retain its main feature: extending credit opportunities for individual entrepreneurs and micro-enterprises with a turnover of up to R\$ 120,000 annually.

At the end of the first quarter of 2011, the program held R\$ 976.7 million (approximately US\$ 599.7 million) in its loan portfolio, and 908,500 active clients. Of the PNMPO clients, 65.4% were women and most clients (89%) were working in the trade sector. Since April 2005, when the program was first launched, more than 7.8 million microcredit operations have been carried out, for a total of R\$ 10.1 billion in loans (nominal values).

With the expansion of the program will come a significant reduction in interest rates from up to 60% per year down to 8% per year. The fee for opening a line of microcredit is also being reduced, from 3% of the financed amount to 1% of the value of credit.

With these updates to the PNMPO, the government of Brazil hopes to improve the sustainability of credit operations and thus increase the production capacity of microentrepreneurs, in turn generating additional jobs and income in Brazil.

PNMPO credit transactions, which are valued up to R\$ 15,000, can be used for working capital or investment. Payment terms are agreed between the borrower and the financial institutions and may vary based on the type of project and resources used.

More than 3.4 million active clients are expected to be benefiting from the expanded program by the end of 2013. The active portfolio is anticipated to reach R\$ 3.0 billion by the end of that period, with participation from Banco do Brasil, Banco do Nordeste do Brasil, Caixa Econômica Federal and Banco da Amazônia (Basa), as well as any other public or private banks that choose to join the program.

The Brazilian government will match up to R\$ 500.0 million a year to ensure the reduction of interest and the provision of credit guidance services by the financial institutions. The government's matching contribution will be paid monthly by the National Treasury, and will vary month-to-month based on the number, amount and maturity of the operations contracted by the participating banks.

The changes to PNMPO are expected to be fully implemented within 30 days, and at that time, federal public financial institutions will be able to operate within the new conditions. The funds from the National Treasury may be granted to any financial institution that operates under the program's conditions. The government hopes that the revisions to the program will encourage increased private bank participation, ultimately increasing the amount of resources available and the number of entrepreneurs who benefit.

Source: Brazil's Ministry of Finance

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BRAZIL'S Q2 2011 GDP RISES 0.8 PERCENT OVER Q1

Finance Minister says Brazilian economy is prepared to address potential challenges posed by the state of the international economy

BRASÍLIA (2 September 2011) – The Federative Republic of Brazil announced today that its 2011 second quarter Gross Domestic Product (GDP) rose 0.8 percent over the first quarter in the seasonally adjusted series (3.2 percent in annualized rates), according to data released by the Brazilian Institute of Geography and Statistics (IBGE). National production of goods and services amounted to R\$ 1.02 trillion for the quarter (approximately US\$ 640.7 billion, using the Q2 2011 average exchange rate).

The GDP increase is a result of growth in the services sector (0.8 percent), followed by the industrial sector (0.2 percent), when compared to the first quarter of 2011. The agriculture sector showed a 0.1 percent decrease.

The growth rate for domestic demand was led by gross fixed capital formation, which grew 1.7 percent in the second quarter of 2011 over the first quarter of 2011. Public administration grew 1.2 percent, while household consumption grew 1.0 percent. The Investment Rate for the quarter was 17.8 percent of the GDP.

"The second quarter figures are in line with our expectations, and the result of measures taken to maintain sustainable growth for the Brazilian economy," said Finance Minister Guido Mantega. "Gross fixed capital formation continues to expand at a steady pace and demonstrates the Brazilian economy's strength and resilience in light of the adverse international scenario. We forecast a growth around 4.0 percent for the Brazilian economy this year, despite the international crisis," said Minister Mantega.

Q2 2011 Quarter-on-Quarter Performance

Brazil's economy recorded a 3.1 percent increase for the second quarter of 2011 compared to the second quarter of 2010. The most notable growth was experienced in the services sector (3.4 percent increase), followed by the industrial sector (1.7 percent increase). The agriculture sector remained stable (0.0 percent).

The growth rate of gross fixed capital formation showed a robust quarter-on-quarter performance, with 5.9 percent growth. Brazil reported 5.5 percent growth in household consumption and 2.5 percent growth in public administration consumption in the second quarter of 2011 over the same quarter of 2010.

Annual Performance

The accumulated GDP for the four quarters ending in the second quarter of 2011 grew 4.7 percent against the previous four quarters. Over this period, the GDP report showed 4.4 percent growth in the industrial sector; followed by the services sector, with 4.2 percent growth; and the agriculture sector, with 2.6 percent growth.

During this period, gross fixed capital formation recorded a strong 11.9 percent increase, household consumption increased by 6.2 percent, and public administration consumption increased by 2.4 percent.

SUMMARY TABLE – Brazil's GDP results at market prices from Q2 2010 to Q2 2011

Rates (%)	Q2 2010	Q3 2010	Q4 2010	Q1 2011	Q2 2011
Accumulated in the year/same period in the previous year	9.2	8.4	7.5	4.2	3.6
Last four quarters/four immediately previous quarters	5.3	7.5	7.5	6.2	4.7
Quarter/same quarter in the previous year	9.2	6.7	5.0	4.2	3.1
Quarter/immediately previous quarter (seasonally adjusted)	1.8	0.4	0.7	1.2	0.8

Source: Brazilian Institute of Geography and Statistics (IBGE)

The Brazilian Institute of Geography and Statistics (IBGE)

To access more information about IBGE in English and the full 2Q 2011 GDP press release in Portuguese, please visit: www.ibge.gov.br/english/

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R\$ 1.8 BILLION IN BRAZILIAN ENERGY INVESTMENTS IMPROVE ENERGY EFFICIENCY FOR LOW-INCOME HOUSEHOLDS

Efficiency projects save the equivalent of energy consumption by 1 million households annually

BRASILIA (09 September 2011) – Energy efficiency projects overseen by Brazil's National Energy Agency (ANEEL) have saved an average of 1.82 million megawatt hours (MWh) per year, the equivalent used by 1 million Brazilian households annually over the period March 2008 to June 2011. ANEEL data released on September 5 demonstrates the extent of energy savings in Brazil as a result of R\$ 1.8 billion in investments by electric utility companies, supporting 774 current energy efficiency projects.

The private sector energy initiatives encompassed by this investment include solar water heating, municipal energy management and cogeneration projects. The projects have cumulatively decreased energy demand during peak evening hours by approximately 611,800 kilowatts (kW).

ANEEL oversees the allocation of the R\$ 1.8 billion in investments, which to date have been primarily directed at improving energy efficiency for Brazil's low-income households. The most significant efforts to assist this population include upgrading nearly 500,000 refrigerators and replacing 14 million light bulbs with compact fluorescent lights (CFLs), as well as installing new solar water heating equipment in homes; these projects have accounted for 64 percent of the total investment.

Energy improvements for government facilities and public services (including town halls, schools, hospitals and lighting in public spaces) account for an additional 19 percent of the total R\$ 1.8 billion investment.

The investment is a result of Brazil's Energy Efficiency Program of Distribution Companies (EPE), which requires energy distributors to allocate a minimum of 0.5 percent of annual net operating revenue towards energy efficiency projects.

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BRAZIL EXPANDS CASH TRANSFER PROGRAM

New measures for Brazil's "Bolsa Familia" brings 1.2 million new children under the program

BRASÍLIA (19 September 2011) - Brazil's Minister of Social Development Tereza Campello today announced three new measures set forth by the federal government to enhance the country's "Bolsa Família" (Family Grant) cash transfer program. The new measures include an increased focus on the children served by the program; the guarantee of a steady income to those living in extreme poverty; and the option for those who voluntarily withdraw from the program to return within 36 months.

According to Minister Campello, the new measures, which are part of Brazil's flagship Poverty Alleviation Plan ("Plano Brasil Sem Miséria"), have resulted in an immediate positive impact on Brazil's overall social development. "The Bolsa Familia program has been running for eight years, so the new measures have immediate implementation, and will promote the improved quality of life and well-being for the poorest families," she said.

Focus on Children

Data from Brazil's 2010 Census showed that of the 16.2 million Brazilians living in extreme poverty, 40 percent are under the age of 14 years. To address this concern, the Bolsa Familia program has expanded to benefit five children per family (the previous limit was three children). With this expansion, more than 1.2 million children have been added to the program, totaling 22.6 million beneficiaries in this age group. In April 2011, the federal government updated the program's benefits, with an overall average value increase of 19.4 percent; and an average value increase for children of 45.5 percent.

In addition to children up to the age of 15 years, each family can receive benefits for up to two teenagers aged 16 and 17. As a result, the maximum value of benefits per household rises from approximately US\$ 143.2 (R\$ 242) to US\$ 181.1 (R\$ 306). The average benefit per household is approximately US\$ 70.4 (R\$ 119), and the minimum is US\$ 18.9 (R\$ 32).

Identifying Qualified Families

As part of Brazil's Poverty Alleviation Plan, the Bolsa Familia program updated its strategy of actively identifying qualified families, with 180,000 new families identified as a result of the new measures. The goal is to include 320,000 families by the end of 2011; and 480,000 new families by the end of 2013, with a total 800,000 families. To date, the number of individuals in the program has reached 13.18 million.

"The inclusion of 800,000 families will fulfill one of the goals of Brazil's Poverty Alleviation Plan, and a demonstration to society the program's results," said Minister Campello.

Guaranteed Return to Bolsa Familia

Also effective today, any individual who has voluntarily withdraws from Bolsa Familia has the opportunity return to the program within 36 months, without the process of new registration. This measure aims to support beneficiaries during the search for new employment opportunities.

"The guaranteed return is one way to encourage families that have seen improvement in their income to voluntarily withdraw from the program, without worry of losing any benefit if they return to a situation of vulnerability. It is a form of support from the federal government to provide better quality of life and access to public policies," said Minister Campello.

Background on Bolsa Família

Launched by the federal government of Brazil in 2003, Bolsa Família is a conditional cash transfer program that provides more than 13 million families (around 50 million people) with a monthly cash allowance, provided that they meet certain criteria: the children in the benefiting household are enrolled in school; they receive regular medical vaccination; and women that are pregnant receive full pre-natal care. Based on the family income and the number and age of the children in the benefiting households, families receive from approximately US\$ 18.9 (R\$ 32) to US\$ 181.1 (R\$ 306).

The program supports families living in extreme poverty (income per capita of up to \$US 40/R\$ 70), as well as poor families (income per capita between US\$ 40/R\$ 70 and US\$ 81/R\$ 140).

Key Data & Facts

Benefit Categories – September 2011		
Basic	Extremely Poor Families	\$US 40/R\$ 70
Variable	For children up to 15 years of age	US\$ 18.90/R\$ 32 (limited to 5 per family)
Variable (Youth)	Tied to teens aged 16 and 17	US\$22.40/R\$ 38 (limited to 2 per family)

Bolsa Família in Numbers – September 2011	
Beneficiary Families	13,179,472
Value of Transfers	R\$ 1,573,687,473.00
Average Benefit	US\$ 70.4/R\$ 119
2011 Budget	US\$ 9.2 billion/R\$ 15.6 billion

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